

## **REMARKS**

This is in response to the first Office Action following a request for continued examination. Claims 1-19 are pending, including independent claims 1, 6, 11 and 16-19. Claim 16 was allowed previously. Now, in view of Applicant's previous response, claims 11-15 and 19 also have been allowed. However, claims 1-10, 17 and 18 are again rejected as obvious over Kaplan and Fig. 11 of Applicant's application.

Applicant continues to believe his claimed invention is patentable over the cited art. To clarify Applicant's claimed invention, Applicant has amended independent claims 1, 6, 17 and 18.

Applicant's invention generally is directed to more effective ways of presenting POI information on a displayed map image of a vehicle navigation system. Taking amended claim 1 for the purpose of discussion, the claimed invention defines a plurality of different POI categories, where at least some of the POI categories are further differentiated by the type of goods or service within the category. When a map image is displayed including POIs from two or more categories, the POIs within each category are displayed on the map by a common POI icon for that category. Moreover, when a POI icon from the map image is selected, if the POI is one having a stored type, the type of POI within the category is displayed. For example, one POI category may be restaurants, and the types within that category may be types of food such as Japanese, Mexican, and so on. When a particular restaurant icon is selected on the map image, according to claim 1, the type of POI (type of food) within that category is displayed to the user. Independent claims 6, 17 and 18 have been amended similarly to better recite this feature.

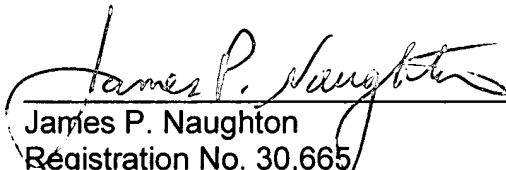
The cited art does not describe or suggest this feature. Kaplan does not provide different icons for different POI categories displayed on a map image as does Applicant's invention. To the contrary, Kaplan simply displays a generic mark (i.e., an "X") at the location of all POIs (see Figs. 3, 16). Fig. 11 of the present application shows a conventional display in which POIs in different categories are represented by different icons, but does not show that the particular type of POI within a category is

displayed when a POI icon is selected on the map image. The Examiner interprets Kaplan as displaying the type of POI within a category when a POI icon is selected. In Kaplan, however, only POIs of one pre-selected type are displayed on the screen, and the POI type is not displayed when an icon is selected. Rather, only the POI name and travel time/distance are displayed (e.g., Figs. 15, 16).

Dependent claims 2-5 and 7-10 are patentable for at least the same reasons explained above in connection with independent claims 1 and 6. Dependent claims 4 and 9, for example, recite a feature that clearly is not disclosed in Kaplan. These claims recite methods in which a movable cursor can overlap a plurality of POI icons. In such a case, the names of the plurality of POI icons are displayed, and the user can select a desired POI from among the displayed names. In contrast, the alleged cursor in Kaplan only identifies one POI at a time.

In conclusion, Applicant submits that claims 1-10, 17 and 18, as amended, are patentable over the cited art. Therefore, Applicant respectfully requests reconsideration and expedited allowance of this application

Respectfully submitted,

  
James P. Naughton  
Registration No. 30,665  
Attorney for Applicant

BRINKS HOFER GILSON & LIONE  
P.O. BOX 10395  
CHICAGO, ILLINOIS 60610  
(312) 321-4200